



# Christmas

This special is dedicated to celebrating love and is an extensive source of inspiration for all readers celebrating Christmas.

## Christmas 2023

The Christmas Special presents the most beautiful Christmas markets, the most popular Christmas recipes from all over the world and their history, drink recommendations, top ten tips for last minute gifts, excursion ideas, craft ideas and much more.

Safe your spot in this highly popular Christmas-themed special.

## Publication date

Special	Publication	Advertising deadline	Copy deadline
Christmas	18/19 Nov 2023	26 Oct 2023	03 Nov 2023

## Pricing

Page format	Type area in mm	Margin bleed in mm*	Price in CHF b/w or 4-colour
1/1 page	182 x 250	210 x 282	33,500
2/1 panorama	392 x 250	420 x 282	56,400
Outside back cover	182 x 250	210 x 282	37,400
Inside front cover	182 x 250	210 x 282	36,500
1/2 page, portrait	89 x 250	102 x 282	20,000
1/2 page, landscape	182 x 122	210 x 140	20,000
1/4 page, portrait	89 x 122	-	12,000

Other formats are available on request.  
\* +5 mm trim on all four sides for ads with bleed.

## Digital extension

We are happy to discuss our attractive offers – such as the popular Christmas calendar – for online expansion in the Christmas environment on Blick.ch.

### Conditions

All figures in CHF (gross), AC/YTP 5% plus 7.7% VAT. Prices subject to change. The general terms and conditions found at [www.ringier-advertising.ch](http://www.ringier-advertising.ch) apply.



## Key figures

<b>Format/publication</b>	Magazine paper/tabloid
<b>Distribution</b>	As an insert in Blick and SonntagsBlick
<b>Magazine format</b>	210 x 282 mm
<b>Distr. circulation</b>	184,628 copies
<b>Readership</b>	532,000 readers across Switzerland
<b>Reach</b>	10.5% in German-speaking Switzerland
<b>Print resolution</b>	Bitmap 1200 dpi, greyscale and multicolour 300 dpi (for 48-line raster)
<b>Format</b>	PDF, TIFF, EPS or JPEG. No RGB, DCS or OPI images

Source: MACH Basic 2023-1



### Contact

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